

Claims:

1) A method for anonymously noting and rewarding the presence of individuals in a retail environment comprising the steps of:

Detecting the cellular phone or other electronic device which is capable of unique identification wirelessly.

Storing the unique identification number and location.

Storing the device' entry time.

Storing the device's exit time.

Checking the device's prior visitations.

Deciding upon a reward based upon visitations

Delivery of the award.

2) A method for anonymous notification by individuals in a retail environment of their specific purchase interests, with subsequent reward for continued interest comprising the steps of:

Detecting the cellular phone or other electronic device which is capable of unique identification wirelessly.

Storing the unique identification number and location.

Storing the device's entry time.

Accepting notification of specific interest by the individual.

Storing the device's exit time.

Delivery of the award.

4) A computer readable medium having the computer executable instructions for performing the steps recited in Claim 2

A transmitter of the award.

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A detector for the cellular phone or other electronic device which is capable of unique identification wirelessly.

A storage for the unique identification number and location.

A storage for the device's entry time.

A receiver for accepting notification of specific interest by the individual.

A storage for the device's exit time.

A detector for a future visitation of the device.

A computer to calculate a reward geared towards the specific interest.

A transmitter of the award.

7) The method of Claim 1, wherein the reward is delivered based upon prior visitation, regardless prior purchase.

8) The method of Claim 2, wherein the reward is delivered based upon prior visitation, regardless of prior purchase.